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PHILIP MORRIS

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Susan
X4458

Give me a call if you have any further questions.

We have reviewed the positioning of the bar and FIM codes for accuracy. They all fall within the correct boundaries, so that you should be assured the maximum postal discount.

We printed the POS numbers in the upper left hand corner, preceded by the indicator "POS:". This makes sure that the POS number is not mistaken for the sequential number. We did not print the POS number on the back in order to save you the expense of printing on two sides, which would require a second print run if you print on converted envelopes.

You'll note that the keylines' tissue overlay are marked with the sequential number ranges as well as the area (lower left corner) where the numbers should be printed.

Although Burnett will not be printing them, we did look into the best printing options for you. Last year's BRGs were printed on 32# white craft stock. We recommend printing them on the same stock this year--you may want to consider an even heavier stock to reduce the occurrence of damage in postal processing.

Wanted to let you know that the 12 BRG keylines were pouched to your attention in tonight's mail.

Karen,

Jennie MITCHELL, Lisa BOGGS, Lori ZEBMAN, Dan WEBERSKI, Jackie CALLERY, James SNAKARD

Karen TOLCHINSKY

Event Marketing BRGs

Thu, Feb 2, 1995 8:10 PM

Susan KAUFMAN

Message for Tolchinsky, Karen